

### **NYPD Campaigns**

November, 2014 Director Martha Norrick, Citizen and Workforce Engagement



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#### What is a Campaign?



#### What is a Campaign?

- Series of operations aimed at a particular objective.
- Aimed at addressing conditions or patterns.
- Campaigns are designed in conjunction with Chief of Department, Community Affairs, DCPI, Transportation and Transit.
- Campaigns run off of a campaign calendar.
- Campaigns are communicated through the weekly Digital Download from the Social Media team.

#### What's in a campaign?



A good campaign has:

A topic

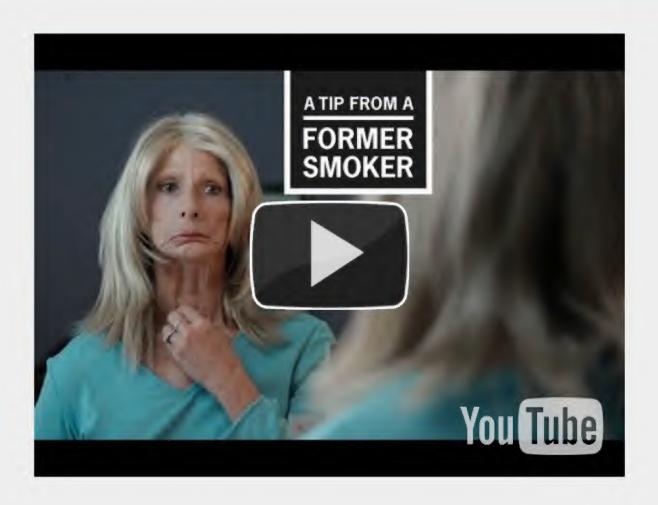
A message

An "ask"

#### Campaign Examples



### Campaign Examples



#### Campaign Examples



Tips

Facts

Articles Videos

CHECK OUT WHEN TEENDRIVE365 EVENTS ARE COMING TO YOUR AREA

GET STARTED



Giving parents the tools to help them be the driver they want their teen to be.

LEARN MORE

Download Our Mutual Driving Agreement

For ways to help both you and your teen stay safe behind the wheel, download the TeenDrive365 Mutual Driving Agreement.



#### Exercise: Think of a Campaign

Brainstorm a campaign for an issue or event.

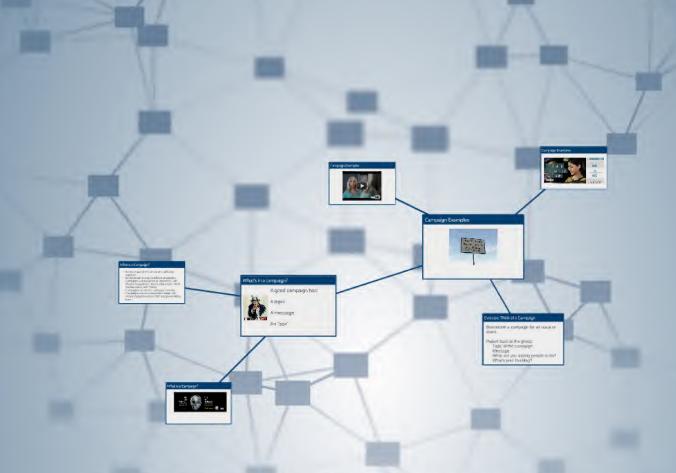
Report back to the group:

Topic of the campaign

Message

What are you asking people to do?

What's your hashtag?



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